



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/26/12-10/30/12**

Contract / Revision **315741 /** Product **Allen West for Congress**

Original Date / Revision **10/24/12 10/24/12** Agency Com **15%**

Advertiser **West / Republican / Congress** Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Schedule C Order #1315**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 83937

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	50362
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$11,836.25	\$13,925.00	0.00
November 2012	6	\$16,702.50	\$19,650.00	0.00
Totals	17	\$28,538.75	\$33,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	11	\$11,836.25	\$13,925.00
10/29/12	10/30/12	6	\$16,702.50	\$19,650.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	10/26/12	10/30/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/24/12	10/30/12	M-----		1			\$4,000.00			0.00		
E 2	WPTV	10/26/12	10/30/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00 NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/24/12	10/30/12	M-----		1			\$2,150.00			0.00		
E 9	WPTV	10/26/12	10/30/12		CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00



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Contract / Revision **315741** Flight Dates **10/26/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Schedule C Order #1315**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Friday Prime B grimm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	----F--					1	\$1,450.00		0.00			
E 10	WPTV	10/26/12	10/30/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	----F--					1	\$2,500.00		0.00			
E 14	WPTV	10/26/12	10/30/12	Saturday Prime A encore	CM	8-9p	-----S-	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S-					1	\$425.00		0.00			
E 15	WPTV	10/26/12	10/30/12	Saturday Prime B encore	CM	9-10p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S-					2	\$425.00		0.00			
E 16	WPTV	10/26/12	10/30/12	Saturday Prime C encore	CM	10-11p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S-					2	\$425.00		0.00			
E 17	WPTV	10/26/12	10/30/12	NBC Tuesday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-T-----					1	\$4,000.00		0.00			
E 18	WPTV	10/26/12	10/30/12	Tuesday Prime C go on/new normal	CM	10-11p	-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-T-----					1	\$2,500.00		0.00			
N 19	WPTV	10/26/12	10/30/12	Tuesday Prime B the voice	CM	9-10p	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-T-----					1	\$4,000.00		0.00			
N 20	WPTV	10/26/12	10/30/12	Friday Prime A go on/guys...kids	CM	8-9p	----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	----F--					1	\$1,450.00		0.00			
N 21	WPTV	10/26/12	10/30/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S-					1	\$400.00		0.00			
N 22	WPTV	10/26/12	10/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-T-----					1	\$3,000.00		0.00			
N 23	WPTV	10/26/12	10/30/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S-					1	\$3,000.00		0.00			
N 24	WPTV	10/26/12	10/30/12	Su 630-7p Su 630-7p	CM	630-7p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S					1	\$3,000.00		0.00			



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Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Schedule C Order #1315**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N24	WPTV	10/26/12	10/30/12	Su 630-7p	CM	630-7p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00	
				Su 630-7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S			1			\$3,000.00		0.00				
														Totals	17	\$33,575.00